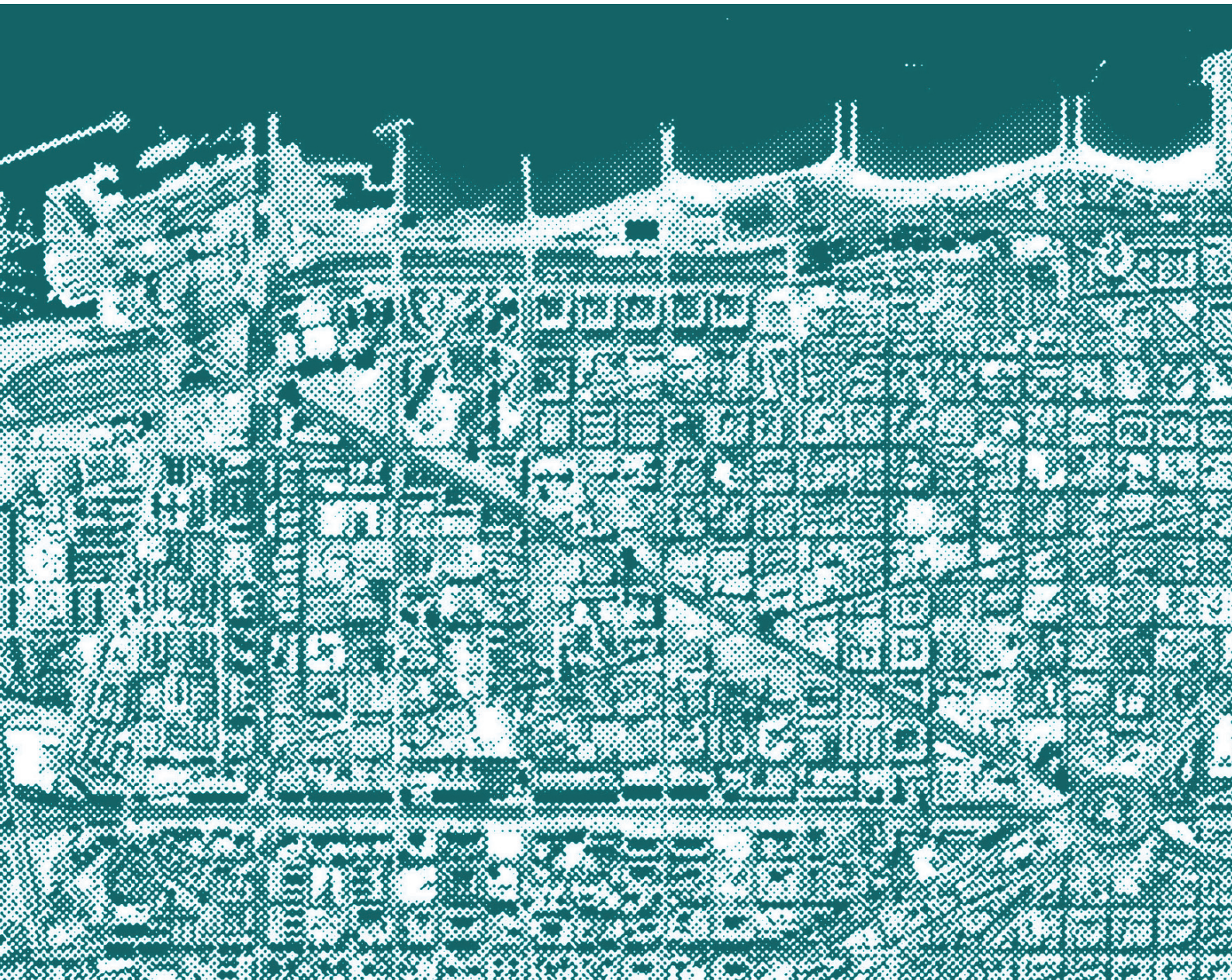




BARCELONA CITY BRAND PROGRAMME

Survey on the Barcelona City Brand

October 2013



BCD Barcelona Design Center drives the Barcelona City Brand Programme in order to promote and enhance the Barcelona brand, and to support companies wishing to incorporate it into their business strategy, helping them to grow and to enter the international market.

One of the main objectives of this programme is to collect data on the positioning of the city and its brand. In this framework, BCD has developed the "Survey on the Barcelona City Brand", a questionnaire addressed to its network of international contacts in order to provide data on the values that define the Barcelona brand, the most important factors to choose a city to set an investment project, and the ranking of the world's most creative cities.

SAMPLE

BCD distributed the survey amongst 390 executive managers from international companies and institutions linked to the field of technology, innovation and the creative industries. There were 82 responses.

RESULTS OF THE SURVEY

1. Values & attributes of the Barcelona city brand

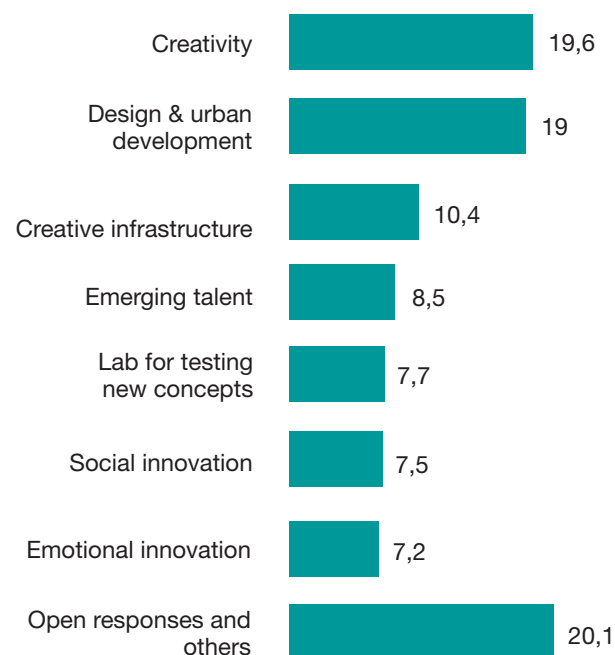
In order to establish the five values and attributes that best define the Barcelona brand, the survey included multiple choice questions with concepts related to areas such as business and the creative industries, and a blank space for open answers.

From the results obtained creativity (with 19.6%), design and urban development (with 19%), and creative infrastructure (with 10.4 %) are the most relevant values. The respondents also indicated emerging talent (with 8.5%), the city as a lab for testing new concepts (with 7.7%), social innovation (with 7.5%) and emotional innovation (with 7.2%).

At a lower level respondents highlighted entrepreneurship and start-ups (with 4.4%), the ability to transform ideas into business (with 2.9%) and innovation technology (with 2.4%).

The list is completed with 10.4% of open answers that refer to attributes such as lifestyle and quality of life, culture and architecture, and the condition of Barcelona as a contemporary city, in continuous transformation and with the ambition to move forward, among others.

Values & attributes of the Barcelona brand (%)



2. Ranking of the world's most creative cities

The responses received place San Francisco (with 15%) and London (with 14%) as the leading creative cities, both with a prominent international position resulting from, respectively, its innovative and entrepreneurial potential (San Francisco), and its economic and social role (London), which provides both cities with an influencing cultural, business and creative network.

Third place is for New York (with 12%), cultural capital of the U.S., and one of the most renowned brands amongst global cities; and Barcelona occupies the fourth position (with 11%).

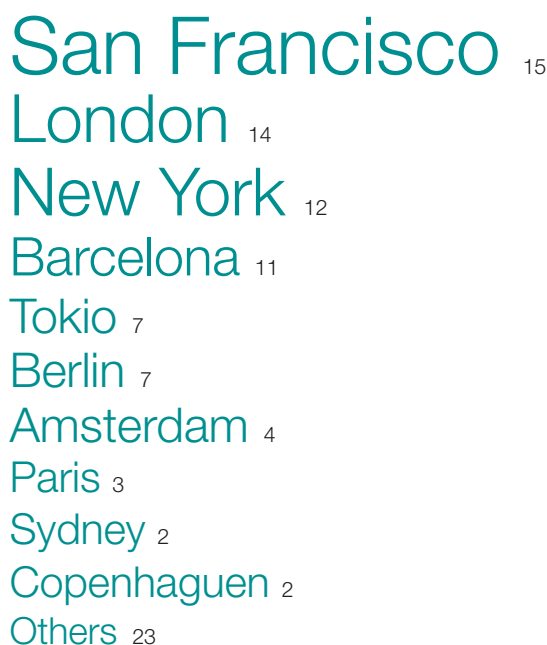
The other cities included in the ranking are Tokyo and Berlin (with 7% each), followed by Amsterdam (with 4%), Paris (with 3%), and Sydney and Copenhagen (with 2%).

3. Key factors to invest in a city

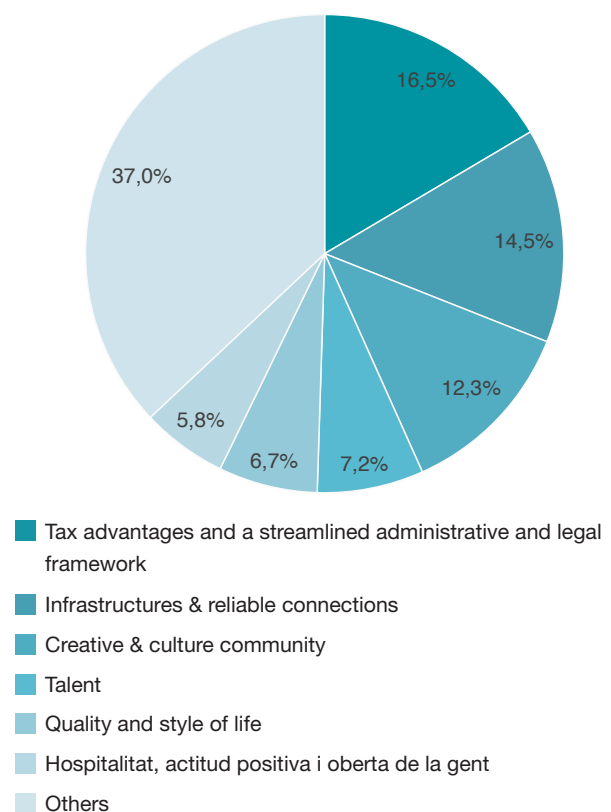
When asked about the three most important factors of a city to establish an investment project, the respondents indicate that it is essential to have tax advantages and a streamlined administrative and legal framework which facilitate the creation of new companies (with 16.5%), an infrastructure and reliable connections (with 14.5%), and a creative and culture community (with 12.3%).

Talent (with 7.2%), quality and style of life (6.7%), and the hospitality and positive and open attitude of the local citizens (with 5.8%) are also indicated.

World's most creative cities (%)



Key factors to invest in a city (%)



MAIN CONCLUSIONS

According to the general perception of respondents, creative potential, the concentration of talent and diversity of professionals, and the international positioning of the Barcelona brand are the most remarkable assets of the city.

Moreover, the survey shows additional factors such as creative infrastructure with excellent range of training, design, innovation, urban development, quality of life, efficiency in the overall management of the city or its dynamism, which contribute to promoting Barcelona as a creative capital.

Barcelona's fourth place in the ranking of the world's creative cities demonstrates its good international position, overtaking capitals such as Berlin, Tokyo, Amsterdam and Paris, and close to New York, London and San Francisco, which top the list.

Despite the city's creative potential and the international recognition of the Barcelona brand achieved over the last 25 years, the outcome of the survey reveals that it is necessary to strengthen and plan actions in the medium and long term to maintain this status and turn it into one of major assets to ensure the competitiveness of the city's socioeconomic network.

In accordance with the results, BCD suggests:

1. Enhancing the emerging values of the Barcelona city brand, such as social innovation, emotional innovation, the role of the city as a lab for new Concepts or the entrepreneurship linked to the city.
2. Promoting the use of the Barcelona Brand amongst businesses and creative professionals aiming to position and internationalize their products and services.
3. Establishing mechanisms that contribute to attracting international companies, and give them access to creative environments that aid their establishment in the city.



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BCD Barcelona Centre de Disseny (Barcelona Design Center) is a private centre devoted to the promotion of all aspects of design with over 40 years of experience working for businesses and public bodies. BCD aims to promote the strategic value of design in the business and institutional sphere, to make Catalonia and the Barcelona brand a worldwide benchmark in design and innovation, favouring the attraction of talent and investment.

Legally established in 1973 as the first design promotion centre in Spain, BCD currently develops projects and activities in three different areas: Design Policy, Business Growth and Creative Entrepreneurship, and Promotion and Internationalization.

BCD drives the **Barcelona City Brand Programme** in order to promote and enhance the Barcelona brand, and to support companies wishing to incorporate it into their business strategy, helping them to grow and to enter the international market.